



Audience Engagement Plan – information sheet

All films require an Audience Engagement plan for New Zealand. Films with budgets over \$500k, and all documentaries, must also include a plan for reaching international audiences.

An Audience Engagement Plan should include:

What to include	What we're looking for
Genre, anticipated running time and censorship rating	Include any genre notes as well as comparative film titles to support this.
Target audience	Be reasonably specific, for example: <ul style="list-style-type: none"> ○ Primary audience: 18-39 years, female skewed, urban centres, multiplex goers. ○ Secondary audience: 40-60 years male/female, urban/provincial, smaller art-house cinemas.
Positioning	Describe the themes of the film and how these will connect with the identified audience.
How will you reach the audience?	<p><u>New Zealand / Australia</u> Describe the campaign strategy for the film, including social media, radio, television, digital, partnerships, sponsorship etc. and their reach/relevance to your identified audience.</p> <p><u>International</u> Outline how you will get your film to market, including film festival premiere and market launch. If your sales agent has identified key markets and potential buyers, please include along with the distributors in any pre-sold territories, comparative films and recent market trends.</p>



What to include	What we're looking for
Theatrical release strategy in New Zealand	<ul style="list-style-type: none">○ Number of screens.○ Anticipated box office○ Anticipated P&A spend○ Release date and how this fits with the international strategy○ Talent availability○ Partnerships and/or sponsorship deals/tie-ins

Please also refer to the NZFC's [COVID-19 Policy](#) which varies the Terms of Trade.

For further information about Audience Engagement Plans contact the Marketing Team marketing@nzfilm.co.nz or 0800 659 754.

